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# PSU Perspective

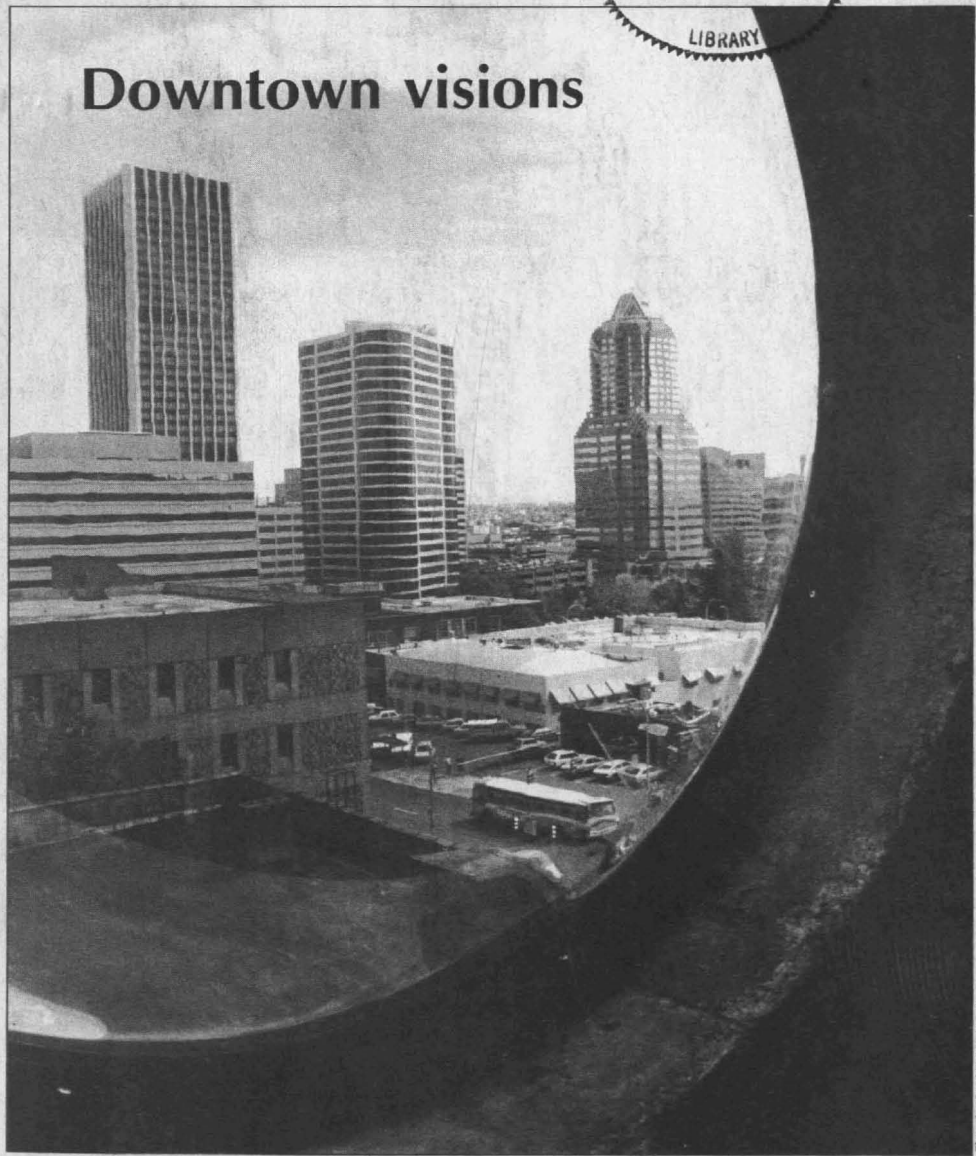
Portland State University Alumni News

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## Downtown visions



# PSU Perspective

Portland State University  
Alumni News

Spring 1984

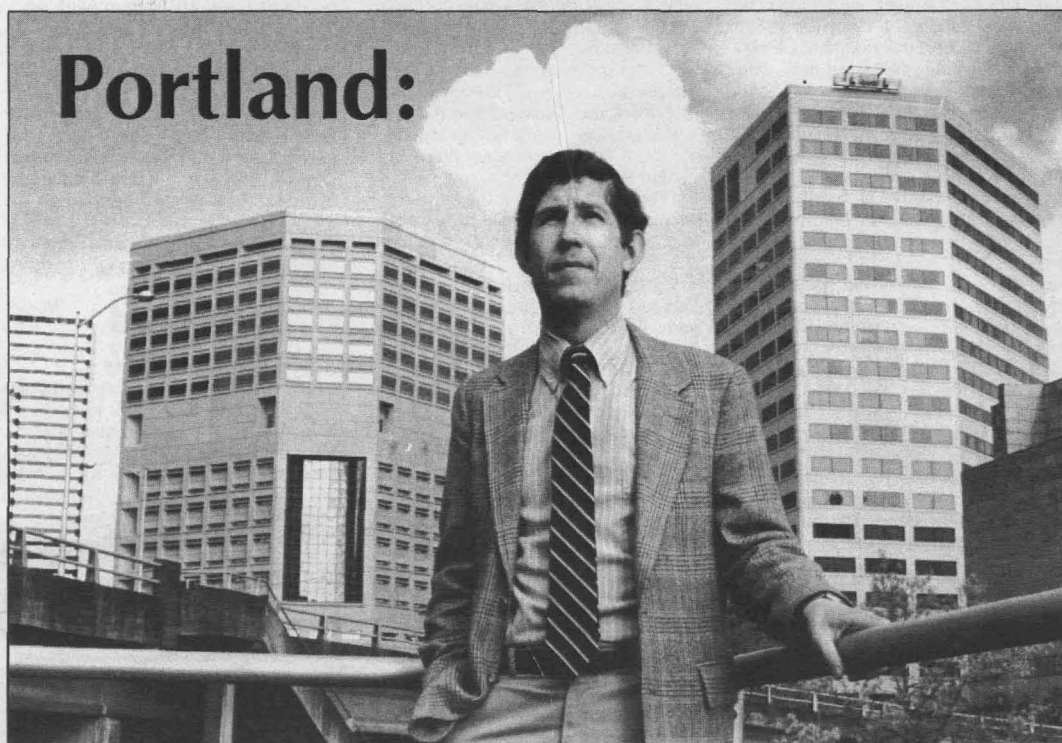


Photo by Cynthia D. Sowell

Carl Abbott, Urban Studies

## Urban historian keeps finding things to write about this 'lively city'

by Clarence Hein

"Writing a book about a city is a great way to learn about it."

Carl Abbott, professor of urban studies, is in his Francis Manor office at PSU's School of Urban and Public Affairs, explaining how a historian — born, raised and educated in the major cities of the midwest — landed at PSU teaching urban affairs courses and writing books about Portland.

"My training is in American history and I've always been interested in the classic study of American pioneers, covered wagons, and all of that," Abbott says. "But, at the same time, I've been fascinated by the role the cities have played in the development of the west."

Portland was not the first western city to capture Abbott's interest. His first stop after earning degrees at Swarthmore and the University of Chicago was on the slopes of the Rocky Mountains. "When my first teaching assignment at the University

of Denver included a course on the history of Colorado, I had to do a lot of reading really fast. Once I had all that material pulled together, I ended up writing a book."

The book, *Colorado: A History of the Centennial State*, was not cast from the mold of traditional state histories. "I wrote the book because I saw a vacuum, a lack of the kind of history book I felt was needed."

What kind was that?

"First, readable," Abbott says with a laugh, hastening to add, "That is, something written for a general audience which also could be used as a text. Second, I felt there needed to be a book giving the emphasis to the role of Denver in the history of Colorado which it deserved."

Arriving at Portland State in 1978, Abbott found himself living and working in the middle of what he considers one of the best and most exciting case studies in urban planning and development in the country. His interest was spurred by

the fact that Portland "has remained a lively city at the same time that it has grown into a successful metropolis." Abbott began an intensive study of the evolution of the city, which resulted in *Portland: Planning, Politics, and Growth in a Twentieth Century City*, a book about the development of Portland from the turn of the century to today.

Portland provides an excellent object lesson in the importance of political leadership and public support in comprehensive urban planning, Abbott says. "We did not have (such) planning in Portland until the last 15 to 20 years."

In the book, published last year, Abbott says, "I use the development of planning, the planning commission, and planning activities as a framework. I wanted to see how these decisions impacted the kind of city that we live in; how they shaped our everyday lives."

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**On the cover:** Downtown Portland viewed through bubble windows on the Professional Schools Building.

# Abbott can't stop writing, learning about Portland

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Abbott devotes a good deal of his book to the evolution of the major planning decisions of the past two decades, such as the South Auditorium Urban Renewal Project, the revitalization and expansion of the downtown core, development of the city's waterfront, the transit mall, and neighborhood preservation.

What he discovered, he said, is that "if you don't have political support, planning doesn't mean anything." Portland has been fortunate at some critical times to have both public and political support for key decisions.

A current example, one that Abbott believes will help further revitalize downtown, is the Pioneer Square development. "This is an example of a real public-private effort. There are people who have questions about the design or about the entire project, but the square is completed and I believe it will be used."

He pointed out that Pioneer Square organizers are being careful to schedule a lot of public events in the space early in its existence. "People will get into the habit of using that space, particularly as the weather gets better, and it will be a real addition to the area."

The Pioneer Square development is one kind of effort which every city must make, Abbott says. "A city can live indefinitely if it does two things: if it maintains a diversified economy; and if it keeps recycling and reinvesting its older sections." He feels Portland is doing both.

"You have to improve transportation and rehabilitate older buildings while redeveloping downtown. You have to keep up the older parts of the city, maintain them physically and socially to make them serve another generation."

"That's what we did here during the 1970s," he says. "We made sure that downtown Portland and the older neighborhoods would be useful and attractive for another generation, for people during the 1980s and 1990s. But, we'll have to do it again, and again. Each generation, I think, has to look at what is needed to keep the city alive."

The "we" in his discussion of Portland is conspicuous. Abbott admits that he and his family now are "confirmed Portlanders." And it is with obvious pride that he speaks of Portland's "extraordinarily successful downtown."

He is similarly enthusiastic about the place and potential of Portland State. "There aren't many schools like PSU," he says. "This is the kind of school that I think is on the frontier of American higher education. This is where educational change is likely to occur."

Portland State's strength lies in its ability to "serve the various clienteles of the city with the kind of flexibility you don't have at more traditional campuses," believes Abbott. A tireless, energetic scholar and a prolific writer, Carl Abbott already has produced half a dozen books and

numerous articles and scholarly papers concerned with urban history. And he has more to write about Portland. While the ink still is drying on *Portland*, he has begun work on another book, this one a popular history of the city to be published by Windsor Press under the auspices of the PSU Foundation.

"This will be an entertaining, coffee table type book," he says. "It's an exercise for me in writing for a more general audience and it will have to be concise, more focused than a text."

"Of course every professor thinks that his subject is endlessly

fascinating. Whatever it is, you're convinced that every detail is of immense value." Those feelings can't be indulged in a popular book, he noted.

The book, *Portland: Gateway to the Northwest*, will be completed next year. The subject — the city Abbott calls home — may never cease to hold his interest. "You know, one of Portland's problems always has been that it hasn't thought big enough. It's as if Portlanders don't believe that this is a major city... but it is." A major city which, the urban historian says with a laugh, he finds "endlessly fascinating."

## Writer wanted

*Perspective* is looking for a creative, reliable writer, preferably a graduate of Portland State, to take assignments as well as to generate original ideas for stories. We offer a competitive per-word rate, but no one gets rich on a quarterly, so the job would be partly a labor of love. Please contact editor Cynthia Stowell at News and Information Services, Portland State University, P.O. Box 751, Portland, Oregon 97207; (503) 229-3711.

## Editor's note

## Perspective now taking ads

Beginning with this issue, *PSU Perspective* opens its columns on a limited basis to outside advertisers. By presenting tasteful and interesting advertisements, we hope to provide a service to alumni while defraying part of our publication costs.

*Perspective* has carried ads for the University's Alumni Office and other University programs featuring trips, classes and programs specifically for alumni. Now, community businesses are also invited to advertise. And, to further serve our alumni, *Perspective* will offer a 10 percent discount on ad costs to businesses owned or operated by PSU alumni.

For a *Perspective* advertising rate card, call or write: News and Information Services, PSU, P.O. Box 751, Portland, OR 97207. (503) 229-3711. We also welcome your comments on the appearance of advertising in *Perspective*.

## Letters

### A joy to receive news from Alma Mater

I am handicapped and alone in my room most of the time. It is always a joy to receive news of PSU—my Alma Mater.

My PSU days were made memorable by the wonderful and intellectually stimulating times I had with friends among students and faculty.

My studies—as I earned my BA degree in sociology—have been invaluable in helping me face times of almost insurmountable difficulties and severe physical pain. I am grateful to PSU.

Ada May Page ('69)  
Kent, WA

### Widely read

Thank you for a lovely article in the PSU *Perspective* (Winter 1984,

"Headmistress comes late to French, starts school children early"). You do a superb job in presenting information and photos and are to be congratulated on a fine newspaper. I realize and can appreciate the amount of time and energy you devote to the newspaper and have come to find out how widely read it is. Jane Josselyn ('69)  
Portland

### Quite impressed

My interest was caught by your articles on bilingualism and French in the most recent *Perspective* (Winter 1984). This is the first issue of *Perspective* I have read, as my husband is the Portland State graduate in the family and he only recently registered with the Alumni Office. I am quite impressed! You produce a very readable publication.

Andrea Mack  
Davis, CA

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PSU *Perspective* is published quarterly during the year by News and Information Services for alumni, faculty and staff and friends of Portland State University.

Editor Cynthia D. Stowell  
Contributors Clarence Hein '65  
Cliff Johnson  
Calendar Editor Pat Scott

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**Parents:** If this issue is addressed to your son or daughter who no longer maintains a permanent address at your home, please notify the PSU Alumni Office (503-229-4948) of the new mailing address.

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# A storefront with a cause

Faculty, students and an alum work for the future of downtown Milwaukie

by Cynthia D. Stowell

With the spotlight on downtown Portland and its successful revitalization efforts, the needs of smaller surrounding cities can be eclipsed. Downtown areas swallowed up by Portland's expanding boundaries are further compromised each time the larger city makes its core more appealing.

Milwaukie is one such city facing a crisis of identity. Once separated from Portland by open fields and a long streetcar ride, the 130-year old city is now-nearly indistinguishable from Portland's southward sprawl. And yet Milwaukie still has a distinct downtown area and a number of old-timers who remember the city as something more than a suburb of Portland.

"Milwaukie is a community in transition," said Sheldon Edner, principal investigator for the Milwaukie Storefront Project, a joint revitalization effort of Clackamas County, Milwaukie and PSU's Center for Urban Studies. "Its downtown core is declining, or at least not growing. Its population is getting older, and its economic base is limited."

Edner, a professor of urban studies at PSU and assistant director of the Center, sees the Storefront's mission as "knitting together the business community" so downtown merchants can begin to address their common problems and plan ahead. "We're working with today's residents toward tomorrow's future," said Edner, pleased with his impromptu slogan.

The Milwaukie Storefront Project, staffed by five PSU graduate students and an intern from Clackamas Community College, opened last September in leased office space on 21st Street in downtown Milwaukie. Among the staff's plans for the yearlong project have been to analyze Milwaukie's economic base, make suggestions for development, help merchants make aesthetic improvements, and stage promotional events, such as an outdoor market, to draw attention to downtown. In their regular one-on-one visitations to merchants, students have uncovered other concerns—such as parking—which they've also tried to address.

"The team has done a super job," said Topaz Faulkner ('82 MUP), Milwaukie's Director of Planning and Community Services and graduate of PSU's School of Urban and Public Affairs. "And they came with such ambitious expectations." It was clear from the start that the Storefront would be "action-oriented," said coordinator Mark Clemons, a third-term student in PSU's masters of urban studies program. "This project will only work if you're on the street—visible, accessible and responsive. You've got to offer them something." Clemons offers not only his classroom knowledge, but also years of experience in community and neighborhood action groups in the Portland area.

Another student, Jane Altier, was an intern in Faulkner's office when the idea for the project began to take shape. "She and I talked about downtown revitalization," said Faulkner, who had recently reestablished the downtown business association. When the city received a



PSU students Tom Harry and Jane Altier (above) look over plans for facade improvement at storefront project in Milwaukie. At an evening meeting, storefront coordinator Mark Clemons (right, at center) talks with businessmen about downtown issues.

3-year block grant for building improvements it became apparent that the merchants needed some direction. Faulkner and Altier then began to look for funding for a kind of "Mainstreet" project inspired by the 7-year projects launched across the country by the National Trust for Historic Preservation.

Funding came principally through a federal community development block grant to Clackamas County, matched with hard and soft monies from the city of Milwaukie and a pledge of personnel and services (beyond the contract terms) from Portland State. Local businesses even showed their support by donating furniture and printing services to the Storefront.

The 12-month project differs from Mainstreet operations in its short duration and the absence of a downtown manager. "What can five students from Portland State do? We're considered temporary," said Clemons on the day after a Storefront workshop on facade improvement failed to attract any interest. Despite his discouragement, Clemons had a practical answer to his question. "My goals are to come up with a solution for the parking problem, have three or four businesses improve their facades, and leave them with a feeling that something can happen."

The Storefront's parking study may well be its biggest contribution to Milwaukie. At the kick-off meeting for the project's "Let's Get Physical" visual improvement campaign, business owners listened politely to presentations on awnings, planters and other aesthetic considerations, but discussion didn't get off the ground until the parking study was summarized.

The study, which indicated that over 60% of prime downtown parking was being used by business employees, offered down-to-earth recommendations to the merchants. By the end of the meeting, they were talking about forming action groups to come up with solutions block by block.



"Design was an issue we came to town with on our agenda," remarked Clemons. "Parking is theirs."

"Neighborhoods organize around problems and issues that they're concerned about," he continued on an academic note. "Planners try and draw from the people what their goals are for themselves and mesh them with their own vision. It's a subjective process; planning is value-laden."

Clemons is clearly excited about seeing his classroom experience echoed in his Storefront work. "We sit in class and talk about planning and problems and citizen participation and values. It's purely academic. Now I'm seeing those things in practice. It gets frustrating, but I can see a few successes."

The planner's biggest challenge, feels Clemons, is to convince townspeople that "change is not negative." A planner has to tell people, "Your town is not going to stay the same. What do you want your town to be? You can just let it happen or you can manage it and plan for it." Change is an "organic process" that without planning can result in sprawl, traffic pollution and other common urban problems, says Clemons.

In Milwaukie, change has come to be viewed negatively. Platted in the 1850s, Milwaukie developed a strong commercial identity based on farming, forest products and the Willamette River. In the last few decades, Milwaukie has

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Photos by Cynthia D. Stowell

# AlumNotes

Compiled by Cliff Johnson

## '50s

**David E. Ingerson** ('56) works as an advocacy specialist for the United Cerebral Palsy Association. Ingerson himself suffers from cerebral palsy, a condition caused by damage to the part of the brain that controls and coordinates muscular action.

**Samuel D. Wilson** ('59), superintendent of the Curry County, Ore. Education Service District since 1981, has been appointed to the state Consolidated Education Grants Advisory Committee, established to advise the State Board of Education on formulas used in allocating federal money to local school districts. He lives in Gold Beach.

## '60s

**George H. Akau, Jr.** ('68, '78 MS), chief instructor in the Culinary Arts Department at Clark College, Vancouver, Wash. since 1974, is a member of the board of directors of the Oregon Chefs De Cuisine Society, which named him Chef of the Year in 1983.

**M. Edgar Barrett** ('67) is a professor of business administration and director of the McGuire Oil and Gas Institute at Southern Methodist University, Dallas, Texas. He is also president of Management Education Center, Inc., in Dallas.

**Gerald DeChaine** ('62) is a professor of chemistry at Mendocino Junior College, Ukiah, Calif.

**George Erwin** ('68) has been promoted to senior vice president of marketing and product planning at American Data, part of Orbanco Financial Services Corp. in Portland. He also is active in the Visiting Nurses Association.

**James** ('60) and **Patricia** ('59) Fowler are retiring this June. He is the superintendent of Calexico, Calif. schools and she is a teacher. They look forward to fishing, reading and traveling.

**Judy Hoiness** ('65), a national award-winning watercolor artist and faculty member at Central Oregon Community College, Bend, Ore., was one of three artists to exhibit works recently at Sunriver Lodge's Upper Gallery, located near Bend.

**Richard P. Matthews** ('68) is director of the Washington County Museum, located west of Portland at Portland Community College's Rock Creek campus.

**Shirley Phillips, Ph.D.** ('69 MS) is Director of Microbiology at Emanuel Hospital's Laboratory in Portland.

**Leo M. Smith** ('67), who retired in 1981, reports he is selling real estate part time, and enjoying photography, traveling and dancing.

**Dennis L. West** ('63) has been named deputy executive director of the Port of Portland. Now second in command under the Port's executive director, Lloyd Anderson, West formerly served under Anderson for two years when Anderson was a Portland City Council member. West also has taught urban studies at PSU.

**John G. Wiencken** ('68) is an accountant who specializes in helping failing companies back to financial health. His work on behalf of such major clients as Empire Pacific Industries and Northern Specialty Sales Inc. was recently profiled in *The Oregonian*.

## '70s

**James C. Aalberg** ('72) has been named vice president and manager of the Rainier National Bank Commercial Banking Center in Portland.

**Ronald L. Anderson** ('72 MBA), formerly director of Personnel Services at PSU, has been named assistant vice-chancellor for personnel services in the Oregon State System of Higher Education.

**Sister Grace Anne Boys** ('76 MSW) recently earned her Ph.D. in applied social sciences at Case Western Reserve University, Cleveland, Ohio. She lives in Beaverton, Ore.

**Pauline M. Bradford** ('70) is employed as director of special projects at Peninsula School in North Portland. She obtained a master's degree in education at the University of Portland in 1979.

**Steven M. Cerri** ('73) married Lorraine Therese DeDonato Jan. 14 at Madeleine Roman Catholic Church, Portland. After a reception at Willamette Athletic Club, the couple honeymooned in Hawaii.

**Marci Clark-Yung** ('71) has been named Director of Physician Recruitment and Benefits for Northwest Permanente, P.C., the area physician group of the Kaiser Permanente Health Care Program, Portland.

**Edwin S. Collier** ('70 M.A.T.), Pacific University theater professor and long-time on-air talent for G.I. Joe's television and radio commercials, has been named the new staging director for the *Champeev Historical Pageant* this summer. He is on a year's leave from Pacific to enter the doctoral program in theater and television at the University of Oregon.

**William J. Criteser** ('77) was named group claims manager at Fiser Farmers Insurance Companies, Portland, in February.

**David James Duncan** ('73), author of *The River Why*, his first novel and the first novel published by Sierra Club Books, returned to Portland State May 9 to give a reading in conjunction with the presentation of three student writing awards honoring former PSU English faculty members Phil Ford, Margaret Clarke and Tom Burnham.

**Nick Fluge** ('76), a silk screener by trade who makes T-shirts and jackets, is cultivating his tennis game as a member of the Washington Park Hackers, a group of proficient amateur tennis players who enjoy pursuing their game on local public tennis courts.

**Eric D. Funk** ('75, '78 MST) is a teacher in the Vocational Music Department at Portland Community College.

**Rich Halley, Jr.** ('74), a popular jazz musician, horn player and ensemble leader with extensive international experience, also works a day job as a computer programmer for Blue Cross & Blue Shield of Oregon, and enjoys exploring the mountains and deserts during his free time.

**Daniel J. Hickman** ('74) works as a chemist in the Oregon Department of Environmental Quality's laboratory for research and applied science.

**Edgar N. James** ('70) has joined the Washington, D.C. corporate law firm of Zuckerman, Spaeder, Moore, Taylor & Kolker as an associate.

**Gregory S. Johnson** ('73) has worked for the past four years as a case manager supervising chronically mentally ill adults served by Clackamas County Mental Health Center's LINC Program (Living in Community).

**John D. Kirby** ('70) is a partner in the Kinney Bros. and Keefe Hardware store, which recently re-opened in the new Town Square Complex in Ontario, Ore.

**Shabaty "Shab" Levy** ('73) is a director of exhibits at the Oregon Museum of Science and Industry in Portland. He has been in the museum business for more than 20 years, 17 of them at OMSI.

**Brian Thomas Lewis** ('77) began his studies this spring at the American Graduate School of International Management, Thunderbird campus, at Glendale, Ariz.

**Gary Martin** ('77) is the new Director of Personnel Services at PSU. He had worked for the State Employment Division while a student at PSU and following graduation. Most recently, he was Oregon Personnel Manager for Willamette Industries in Albany.



Gary Martin

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**Karen Martini** ('73), formerly department officer at PSU, has been named Director of Annual Funds at Reed College, Portland.

**Cheryl McCord** ('76) is a publications attorney with the Oregon State Bar.

**Gail Ann Nelson** ('70), a registered securities representative, has joined the Salem branch office of Liberty Financial Planners, and has been appointed as the firm's representative for the McMinnville, Ore. area.

**Paul Meyer** ('73) works for Pacific Engineering Corp., Portland, focusing on PGE Company's Nuclear Plant Engineering Group. His family's third child, Ross, was born during 1983.

**Leonard W. Nichenko** ('75) is the purchasing manager at FLR Systems, Inc., a photographic equipment and supplies firm in Lake Oswego, Ore.

**Craig A. Nichols** ('77), who earned his law degree at Gonzaga University Law School in 1981, is an attorney in private practice in downtown Portland.

**Adelle Olson** ('76 MS), who has spent the past 23 years in the education field, has been named teacher of the year in the Battle Ground, Wash. school district. She is a counselor at Prairie High School.

**John G. Pearson** ('73 MS) has been named associate professor of pharmacy at Ferris State College, Big Rapids, Mich. He was most recently a post-doctoral fellow at the University of Wisconsin's School of Pharmacy.

**David B. Petrie** ('77 MBA) is the new vice president of fiscal services at Southwest Washington Hospitals. He is also board chairman at Columbia Community Credit Union, and is president-elect of the Healthcare Financial Management Association's Oregon chapter. He and his wife live in Vancouver, Wash. with their two children.

**Ruby Sanborn** ('72) is a regional training specialist in equipment services for Eastman Kodak Company in San Francisco.

**Mabel E. Schaack** ('77 MS) plans to retire in June, after completing a teaching career in Woodburn, Ore. spanning more than 26 years.

**James R. Schlauch** ('79) has joined his father, Bill, in forming a new firm, Cardinal Trading Ltd. The Portland firm already handles much of the lumber exporting business formerly handled by Georgia-Pacific, International, which recently was moved to Atlanta, Ga.

**Sarah M. Uhlund** ('71) serves as executive director for educational activities with Associated Oregon Industries, the state's largest business lobby.

**Eric P. Verheiden** ('74), who received his Ph.D. from Caltech, now works as a systems engineering specialist for Aerojet-General Corp. to develop on-board computers for space satellites. He lives in Azusa, Calif.

**Esther Williamson** ('79) recently retired after nearly 28 years with Weyerhaeuser Co., Longview, Wash., and is busy learning about computers at a local community college, caring for her grandchildren, and taking swimming lessons.

**John C. "Chad" Yowell** ('76 MST) has been named dean of students at Pacific University, Forest Grove, Ore. He formerly served as acting associate dean of students and director of athletics at the university. Yowell, his wife and their four children live in Hillsboro.

## '80s

**John C. Allen III** ('83 MS) has been admitted to the Ph.D. program in sociology at Washington State University, Pullman, Wash. He plans to continue his research on how television influences the voting habits of people, and how the medium influences attitudes toward the elderly.

More AlumNotes on p. 11

by Clarence Hein

For Broadway and motion picture actress Barbara Baxley, being artist-in-residence with PSU's School of Performing Arts this spring has meant the opportunity to pursue two consuming personal interests: working with students and performing the work of playwright Tennessee Williams, with whom she had a long and close friendship.

At PSU, Baxley has been working with students five hours a week in an advanced acting workshop while, at the same time, preparing the role of Princess in the PSU production of Williams' "Sweet Bird of Youth," running May 10-19 in Lincoln Hall Auditorium. It has made for a hectic schedule, but one which the actress has enjoyed.

"I like the teaching," she says. "I've been taught by the very best people in the country (Elia Kazan, Sanford Meisner). I've been very lucky there, and I try to impart what they did to me."

Watching Baxley work with the PSU students, you can sense the affinity she has for them and the respect they have for her. When they talk, she listens; and when she talks, they listen. During performance of a ten-minute dramatic scene by two students, Baxley sat quietly engrossed in their work. For the next 25 minutes, she talked, questioned, probed, suggested... pushing the students to think more deeply about the roles, the scene, the play and all aspects of the performance.

"The playwright says what to do, but usually not how," she says later. "Making choices of how to approach the role... and being committed to that choice, putting all your energy into it, that's the hard part of acting. It's not easy and I don't think anyone knows what actors go through in creating a new part."

In addition to her teaching schedule, Barbara Baxley spends several hours each day with the cast and director Jack Featheringill in rehearsals for "Sweet Bird of Youth," by Tennessee Williams. She speaks with obvious fondness when discussing the late playwright's work and its effect on her.

"I think what is so special about Tennessee is, first, the tenderness with which he looked at everything and everybody in life. He didn't leave anyone out with that tenderness and humanity of his," she says.

Pausing to light a cigarette and collect her thoughts, the actress continues in that distinctively husky voice, the kind that once was described as "sultry."

"And, in each of his plays, he talks about how difficult it sometimes is to live. It's not an easy existence for anybody. But he always says, 'you have to go on.' No matter how difficult things are to deal with, he says, go on."



## Talking Tennessee

**Visiting artist Barbara Baxley talks about her old friend Tennessee Williams, teaching, and time.**

*"...as time rushes by, you have to go on, keep doing your tap dance and change with the music."*

She says that message is repeated in "Sweet Bird of Youth." "It's the same, only more so. He was older when he wrote this play, and it talks about the inability to keep things the same. You grow older. It may be a tragedy, but it happens. And in spite of the changes that occur as time rushes by, you have to go on, keep doing your tap dance and change with the music."

Baxley had starring roles in two of Williams' plays on Broadway, "Camino Real" and "Period of Adjustment," earning a Tony nomination for the latter. She, Williams and playwright William Inge all were close friends. "I liked Tennessee's work, and I liked the man himself," she says. "When he was around you, you couldn't lie, because he didn't; you couldn't hide, because he didn't; you just became more of yourself."

Barbara Baxley's Broadway, film and television credits include some of the best of each medium over the past three decades. Besides the Williams plays, she has had major roles in "Plaza Suite," "Bus Stop," "The Three Sisters," "Private Lives," and many Shakespeare plays. She also starred in the musical "She Loves Me," where she first met Featheringill, who also worked on the New York production. In 1980, Featheringill directed Baxley in Neil Simon's "The Gingerbread Lady," as part of the PSU Players summer stock program at the Coaster Theater in Cannon Beach.

Baxley has appeared in such recent films as "Norma Rae" and "Nashville," and her television work has included the repertory series "Studio 1" and "Playhouse 90."



Actress Barbara Baxley took time out from her busy teaching schedule to talk about her work (top). Back in class, she struck a pose for students (above).

What's on tap for Barbara Baxley in the future? New roles, or more teaching, perhaps? "I don't know. I've been doing this (acting) for 36 years and maybe that's enough. There is no way to make it painless." She lights another cigarette and adds, "Well, as you can see, this year I've spent a good deal of time teaching. I like the kids. They're young and enthusiastic and there are worlds ahead of them, but I just don't know."

At least part of Baxley's immediate future will involve PSU and Oregon. From June 28 to July 15, she will make her second appearance at the Coaster Theater in Cannon Beach, recreating her "Sweet Bird" role for summer audiences.

"Sweet Bird of Youth," by Tennessee Williams, with Barbara Baxley as Princess, runs May 10-12, 17-19 at 8 p.m. and May 13 at 7 p.m. in Lincoln Hall Auditorium on the PSU campus. Reservations may be made through the PSU Box Office, 229-4440. The play will also run at the Coaster Theater in Cannon Beach, June 28-July 15. Barbara Baxley appears through the courtesy of Actors' Equity Association.

Photos by Cynthia D. Sowell

# AlumFeature

## Marketing grad jumps feet-first into business of selling safety

by Cliff Johnson

Taking one hundred trips down an enclosed nylon rescue slide in a single day to promote a new product at a local home show would make a less intrepid person start looking for another job. But Dave Opoien ('83) figures it's just another challenge in a difficult first year of selling safety for a living.

The recently graduated marketing major jumped into a hectic professional career feet-first when he and a partner decided to take on statewide marketing of the Tualatin, Ore. based Palladium Emergency Evacuation Systems. The product line allows rapid escape from multi-story homes, buildings, derricks, amusement sky-rides and other structures. Knowledge that his fabric-enclosed escape slides may some day save some of his customers' lives helps to keep him going despite initial sales resistance to the device.

"This first year has been very, very challenging," Opoien admitted during a recent interview. "Just stepping out at 23 years of age and knocking on doors trying to convince people that this is the new way to do things has been extremely difficult. But I keep plugging along with it," he smiled, "and we have made a lot of progress."

Several Palladium (the word means "safeguard") models are available to meet customers' needs, Opoien reports. In permanent building installations, the flexible cocoon of rip-stop nylon is easily released from its anchored storage cabinet so that it unfurls to near-ground level for safe descent. Equipped with aluminized coating and elasticized panels, the escape slide can protect large and small people alike from heat, flames and flying cinders as occupants enter it feet-first and then inch their way down to safety.

Pushing outward with arms, hands and legs helps to control the speed of descent. The device is so flexible, reports Opoien, that occupants ranging from infants to adults with as big as 55-inch waists can be served by the same slide. Even unconscious, injured or disabled users can be accommodated, with the aid of staff training provided by Opoien and his sales partner, Bill Deane.

Fire department officials are a key sales target for Opoien's firm, and one Palladium model can be deployed from the operator's bucket located on the tip of a fire truck's telescoping aerial boom. Another can be strapped to a firefighter's back and carried to the upper floors of a building for emergency use.

Since custom-built Palladium systems are already in service in several hospitals, rest homes, historic



At a recent Portland home show, Dave Opoien ('83) demonstrated the nylon rescue slide he markets for a living. At left, Opoien helps a youngster into the long cocoon, and below, he shows how the slide can be twisted to slow the descent of children and disabled victims.



Photos by Cynthia D. Stewart

buildings as well as in fire departments throughout the Pacific Northwest, one would think that selling the device would not present many difficulties. But as of the end of March, the Palladium systems had not yet been reported used during an actual fire situation, and the lingering skepticism creates a sales problem for Opoien. It is all reminiscent of the introduction of smoke detectors, which people were reluctant to install but later found to be a life-saving investment, says Opoien.

But Opoien does have a growing cadre of customers who are convinced this is indeed an idea whose time has come. "I love it," he enthused. "It's one of the best ideas I've ever seen, and that's why I got involved. Every time I'm out in the field giving demonstrations, it's a different situation. Yet we can always make our product fit the need, because it's so versatile."

Opoien credits both his PSU education and his own initiative with putting him in the front line of his embryonic industry. "This business I have is very much like you might find in a senior-level case study class, where you're given something new

and told to wrestle with making it work," he noted.

"It's the same situation in business," he emphasized. "You can't let anything slide. Although you might be able to do that in a class or two, you can't do that here, because everything you do results in either a profit or loss. And," he smiles, "this is real money we're talking about."

Transferring to PSU from Linn-Benton Community College, Opoien was attracted by the University's School of Business Administration as well as its baseball program. He played ball under Coach Jack Dunn for two years but concentrated on his marketing studies during his senior year, while working part-time for a local parcel delivery service run by the man who shortly would become his current business partner.

"PSU and the Marketing Department and the Business School taught me quite a bit about having to work hard," he concluded. "I learned you have to keep plugging every day to do well. And I think I've just carried that over into my business life."

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## Artist launched design career with a "swoosh"

by Cynthia D. Stowell

Every time a pair of Nike shoes strides by in a foot race, maneuvers on a racquetball court, or strolls across a college campus, the talents of Carolyn Davidson ('71) are on display. As a design student at Portland State fifteen years ago, Davidson launched her career with a swoosh—and our visual landscape hasn't been the same since.

The Nike swoosh, easily one of the world's most familiar corporate trademarks, keeps a low profile in Davidson's northeast Portland studio. A gold swoosh-shaped ring on the artist's finger offers the only clue to the origin of the international symbol of speed, comfort and good health.

It's not Davidson's style to capitalize on her connection with the Beaverton-based athletic shoe company and its logo.

"I'd rather get jobs from satisfied clients than knock on doors and flash my work around," said the busy designer, who only in the last few years has begun to "show off" the swoosh that sits quietly in her portfolio. And yet, the importance of that first job is not lost on her.

"If it hadn't been for Nike, I wouldn't be here," said Davidson, seated at a drafting table so piled with



Carolyn Davidson ('71)

work that it can't be tilted. "Nike started it all. I still get referrals from people I worked with there."

Colleagues often ask Davidson why she doesn't feel any resentment for the multi-million dollar corporation that paid her about \$35 (she doesn't remember the exact figure) for her design. Her response: "I billed them and they paid it. What can I say? They started me in business and they've been so loyal to me. I can't think of any reason to hold a grudge."

"Nike started it all.  
I still get referrals  
from people I worked  
with there."

The people at Nike, Inc. have not forgotten the unassuming young art student who helped get the new line of shoes into the running. Last fall, Nike president Robert Woodell called Davidson to invite her for lunch — "to talk over old times." Davidson thought to herself, "Isn't it fantastic that they still know who I am!" When she arrived, she was greeted with a huge buffet, video cameras and a crowd of appreciative people. The artist was presented with a gold and diamond swoosh ring, some stock in the company, and a tongue-in-cheek certificate blaming her for all of Nike's problems. "They didn't have to do that," she said of the surprise recognition. "That's just the kind of guys they are."

Good things seem to come Davidson's way. "I guess I've been kind of blessed by sitting in the right place at the right time," she says of the events that shaped her career. She remembers vividly the day at Portland

State when she and a classmate were sitting in the hall working on an assignment in perspective and accounting teacher Phillip Knight walked by. Davidson was bemoaning the fact that she couldn't afford to take a class in oil painting, and Knight made a mental note. Shortly after, Davidson received a call from Knight offering her \$2 an hour to make signs and charts for use in his Tiger shoe distributorship.

Knight soon came to depend on her work, and when he began dreaming about his own shoe, he asked for her help in developing a trademark. The name "Nike," the winged goddess of victory, came to Knight's partner in a dream, and the pair asked Davidson to dream up a trademark that spoke of "speed." Together, they perfected the swoosh design. "And it kind of looks like a wing, doesn't it?" says Davidson, still excited about her creation.

The "swoop," as she sometimes calls it before correcting herself, has been one of the most imitated trademarks. "It's exciting to see your design copied," Davidson smiled, quickly adding, "but, you know, some of their staff lawyers work on nothing but copyright infringement."

Davidson no longer handles any of Nike's design needs. "They're real Madison Avenue now," she said, matter-of-factly. "And besides, I wouldn't want to think of ways of selling shoes forever." She loves the great variety of her work. From her home studio she has produced murals, signs, catalogs, company identifications, brand labels, greeting cards and wallpaper. There are no big corporate names other than Nike in Davidson's portfolio, but she stays busy with jobs she gets mainly through printers.

"I look around and I see my designs," she said with satisfaction. "I don't mind the glory when it

comes my way... but I'm more concerned with doing quality work on time rather than beating out the competition. I want to be able to solve a client's problem so that they're happy."

When Davidson graduated from Roosevelt High School in Portland, where she wrote for the student newspaper, she had no idea that a career in art lay ahead. At 22, she married Coast Guard officer Neil Davidson ('75 MS) and found herself at the Port Angeles station as the "only officer's wife without kids. When the ships went out, we'd have coffee klatches and I'd have nothing to talk to them about." Her husband suggested she take some classes and she did, dabbling in political science and ice skating. When Neil enrolled at Portland State to get his masters in psychology, Carolyn started work on her undergraduate degree, still without real direction. Her first course in design — "the empty elective I happened to take" — opened up a new world for the young woman who had never even doodled with any regularity.



"A lot of the students I went to school with didn't go into graphic design because they didn't get the break I did," said Davidson sympathetically. She felt they all received excellent instruction from such "great teachers" as Robert Kasal (now head of the art department), Betty Lou Bennett, and Shirley and Orvik Orbeck. "The teachers in the design program hadn't been teaching for forty years and stagnating. They were all current and busy in their own careers."

Now, Davidson feels her biggest challenge is to stay as fresh as her instructors were. "I'm trying very hard not to be stale, to keep my thinking current. I don't want someone to point to something and say 'That's a Carolyn Davidson.'"

As silent as she's been about her swoosh, she may keep her public guessing for a long time.

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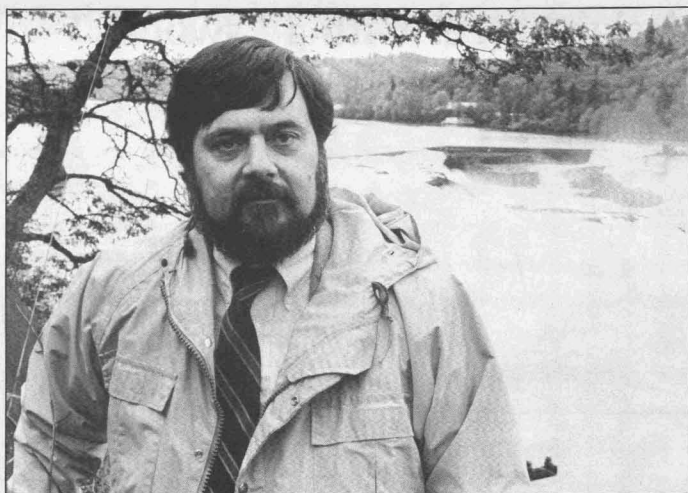


Photo by Cynthia D. Stowell

Peter Paquet ('75 MS, '79 Ph.D.) feels at home on the rivers of Oregon. Along the banks of the Willamette River at Oregon City, where yet another dam and power project are being proposed, Paquet's family settled on a donation land claim in the 1850s.

## Peter is the elder of the two

Paquet brothers, so perhaps it is fitting that he has the comfortable office in a renovated building in downtown Portland while Paul hunkers in the brush of Manitoba. But as a senior planner for the Northwest Power Planning Council, Peter looks for any excuse to get out on the rivers whose fish he helps protect.

Most of the time, however, Peter Paquet ('75 MS, '79 Ph.D.) is in his office, making sure the 200 fish and wildlife-related measures of the Pacific Northwest Electric Power Planning and Conservation Act of 1980 are being implemented.

That federal act created the 8-member Council (representing Washington, Oregon, Idaho and Montana) and empowered it to develop a 20-year electric power plan for the Columbia River basin and a program to "protect, mitigate and enhance" the region's fish and wildlife.

One of the unique aspects of the Act is that it "treats conservation as a resource," says Paquet. "There's tremendous waste out there," waste that can be trimmed with model building codes and industrial sector conservation. "Saving megawatts will prevent having to build new plants," explains Paquet.

And, of course, that would be ideal for the basin's fish and wildlife, already victimized by existing projects and threatened by those planned. As long as humans want lights and power, the wildlife will need the power planning act; its measures are intended to "correct existing problems at the mainstem Columbia River dams and ensure that future projects meet certain standards for fish and wildlife," says Paquet, whose focus is the anadromous fish of the Columbia River system.

It is part of Paquet's job to work with agencies on eliminating barriers to the successful river to ocean migration of the once-plentiful salmon. Paquet is currently pouring a lot of his energy into the "water budget," a plan to alter the flow of the Columbia to

more closely resemble the natural seasonal fluctuations. Spring freshets, which help young salmon along their journey to the sea, have been stored to use during times of high energy demand, critically slowing the salmon's downriver passage. Paquet is working with Indian tribes and water users to release artificial freshets at appropriate times.

"It's a trade-off," admits Paquet. "We sacrifice 500 megawatts and give it to the fish." There is a certain justice, in Paquet's eyes, in "the ratepayer subsidizing the fish instead of the fish subsidizing the ratepayer."

Other possible solutions to the passage problem are the barging of steelhead and the installation of screens or bypass systems at the dams, where turbines destroy untold numbers of fish. Paquet's

**"It's a trade-off. We sacrifice 500 megawatts and give it to the fish."**

program also addresses the issue of propagation, favoring natural rather than hatchery rearing for greater survival success. At the other end of the life cycle, the fish and wildlife program seeks the enforcement of reasonable harvest regulations. Although the Northwest Power Planning Council has no jurisdiction over the harvest, "it won't approve the funding of propagation facilities if adequate controls over ocean and river fishing are not exercised," said Paquet.

Paquet helped design the fish and wildlife program for the Council while "on loan" from the Siting and Regulation Division of the Department of Energy in Salem, where he had reviewed the environmental impact of proposed energy projects statewide. He officially joined the NPCC in August of last year.



Paul and Peter

Fifth generation Oregonians Peter and Paul Paquet carry on a long family tradition of working close to the land. But unlike their fishing and trapping forebears, who were among the early waves of white people to come and exploit the vast resources of the northwest, the Paquet brothers have committed themselves to conserving the natural environment. Peter has focused on the fish of the Columbia River system and Paul is studying the wolf population in Manitoba, Canada. Their devotion to the environment brought them together at Portland State for a time and then put 1,500 miles between them, but they remain

# Biological Brothers

Stories by Cynthia D. Stowell

## Out in the aspen parkland

of Manitoba, on the southern edge of the boreal forest, a couple of wolves snarl at a coyote that gets too close to their elk carcass. The coyote turns tail and runs, and the wolves return to the fresh meat. They are aware of another presence—a human, watching. But there is no threat from this quarter. The man is a friend, and they sense it. They fill their bellies, and leave.

Paul Paquet, ('82 MS) doesn't want the wolves' kill, nor does he want their hides. He just wants to know more about the misunderstood animals so humans will save some space on the planet for them.

Riding Mountain National Park in Manitoba, Canada is one place that wolves are welcome. And that's why Paquet is there, far from his Oregon home, and why he will probably be there for another few wolf generations. "It's this type of research that we hope will lead to the preservation of the wolves worldwide," he said by telephone recently. "This park provides valuable information for other countries that want to set up preserves."

For the last two years, Paquet has been working on Canada's only longterm research project on wolves, started in 1974 by the Canadian Wildlife Service and continuing now with the help of the University of Alberta and numerous private foundations, including the National Geographic Society.

"Canada probably has the largest population of wolves in the world, but they still exist pretty much worldwide," said Paquet, who is co-editor of a book entitled *Wolves of the World*, a scholarly compilation of current research. "Most people don't realize it, but the wolf was almost cosmopolitan in its distribution at one time. But in a lot of these areas they're simply remnant populations and they're quickly diminishing."

Paquet feels the world would be a less desirable place without wolves. "There are a number of reasons (why wolves should be preserved),

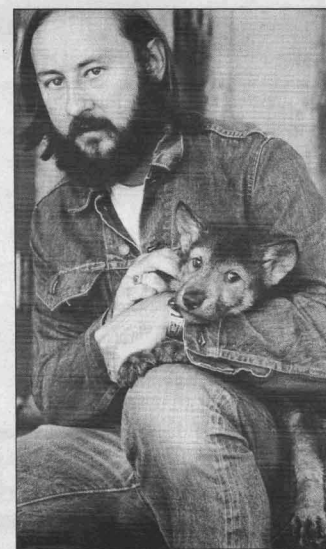


Photo courtesy of Washington Park Zoo/Dorina Pallares

Paul Paquet ('82 MS) welcomed a new Alaskan wolf pup to the Washington Park Zoo in 1977 while he was studying the social behavior of wolves in captivity.

beginning with philosophical, ethical and moral viewpoints. And there's also the ecological aspect—they're an integral and valuable part of the environment and they contribute to its health."

He paused, and then spoke from his heart. "There's also a number of people, including myself, who just like to know they're there."

It's easy for Paquet and other humans to like wolves. "They're very intelligent animals," he explained. "In many ways they reflect our own behavior because they are social animals. They live in family groups, or a pack, and they all contribute to the social welfare of their family unit. They display a high degree of social cooperation."

**"I've always had an intense interest in dogs."**

Paquet's own interest in wolves is one of those lifelong affinities that is hard to document. "I've always had an intense interest in dogs," he offered. As an adult, Paquet has studied both the wolf, the progenitor of the domestic dog, and the coyote, a cousin. And now he's looking into how all three are related.

"We're trying to find out if there is any hybridization that's taking place between wolves and domestic dogs. Because if in fact you are going to preserve the species, you don't want it to be polluted by domestic genes." With the help of PSU biology professor Deborah Duffield, who is running blood and tissue analyses for Paquet, the researchers are "hoping to be able to find a genetic marker distinguishing wolves from domestic dogs and coyotes," he said.

The confirmed dog lover is most excited about his observations of wolf and coyote interaction at

Riding Mountain, where the territories of the natural enemies overlap. "Coyotes usually bounce off wolf territory like a balloon, but here they occupy exactly the same area," said Paquet. "The wolves don't have any love at all for the coyotes and they do kill them. But I have observed the coyote following fairly closely behind the wolves and the wolves don't seem to respond."

At Riding Mountain, the wolves and coyotes have an interloper in common: the human. "One of the interpretive programs in the national parks is to bring people out and have them howl," reported Paquet. "The wolves and coyotes respond and it's a direct method of involving the public." So Paquet is observing their howling behavior to help determine whether there might be harm in this rather desultory style of interspecies communication.

Paquet's research also includes observation of predation patterns, consumption rates and territorial configurations, and how they relate to pack size and environmental changes. He also does some den site observation to record social and familial behaviors. This can get a little touchy.

**The wolves surrounded their tent, barking and howling for hours.**

One day last summer, Paquet and his wife Jenny startled a pack of wolves at their den site when the couple "snuck in without their knowing." The wolves surrounded their tent, barking and howling for hours. "That was a new experience. I've never seen them behave in that manner," he said, sounding a little hurt. "I think we had set up camp in one of their normal runs and they were just surprised." The next day, Paul (by then alone) located the wolves' new den site and, throwing his sleeping bag down within 20 feet of the den, he received not even a growl. "I would wake up occasionally and they'd be staring at me," said Paquet, "but from that time on they paid very little attention to me."

Jenny and Paul are sometimes out for days at a time watching wolves, although this year the den sites are close enough to reach on day trips from their rental home, situated on about 500 acres just outside the park. Jenny, a native southern Californian, is apparently a good sport about their frontier life, and has found her own niche in the sparse but art-oriented society of Wasagamung, Manitoba. Where she's not stalking wolves with Paul, she plays harmonica in a rock band and coaxes vegetables out of ground that is frost-free for less than 60 days a year.

If anything brings the Paquets back to "civilization," it might be Paul's interest in the social behavior of wolves, which is much easier to study in captive populations. For six years, Paquet observed a pack of Alaskan wolves at Washington Park Zoo in Portland, gathering data about mating, pup rearing, and other social behaviors, which he wrote about in his master's thesis for PSU.

"I still miss those particular wolves," he said. "I got really close to them. I know if I went back to visit them, they'd get right up when I whistled." While in Oregon, Paquet spearheaded support for the controversial statewide ballot measure banning the use of leghold traps. The measure lost, the vote was challenged in court, and even now the case is in an appeal process. Meanwhile, the descendant of French fur trappers reluctantly uses traps for tagging subjects and never traps or hunts for sport.

It's inevitable that a friend of wolves would find himself bucking popular opinion. The wolf seems

Continued on p. 12

# Foundation News



Photo by Cynthia D. Stowell

Alumni Fund phonathon callers spend five nights a week in the PSU development office talking with alumni and soliciting pledges, which total \$40,000 so far. From left, are Tracy Davis, Janice Squires, John Gormley, Mary Douglas, and Mary Rookledge.

## MBA Fund entices nicely

Take two energetic MBAs, a fiscally-minded dean, and a half dozen marketing students — and you have the 1984 MBA Development Fund.

When Marc Goldberg ('79) and Agnes Gallagher ('77) put their heads together with School of Business dean Vergil Miller, they found themselves in agreement. "We have to broaden the base of support from business school grads," said Goldberg of the campaign goals. Last year's MBA Fund, the school's first, brought in \$17,700, but the gifts were from just a handful of people, he said.



Marc Goldberg



Agnes Gallagher

Gallagher, an account executive for Brown Dugan & Associates, volunteered her own talents and those of her advertising firm to design a campaign that would "entice people in a nice way." She had some fundraising experience — she was co-chair with Kirk Taylor ('71) of the first MBA Fund, and is a familiar face around PSU's development office.

In a brochure mailed to MBAs last month, grads were offered the chance to "give a gift and make news." A gift of \$50 or more entitles the donor to a ceramic mug personalized with a headline and news copy announcing the gift. As the mailings went out, Goldberg put several members of PSU's student marketing association on the phone to make the same offer.

One point stressed in the brochures and phone calls is that "when you give money to the School of Business development fund, it stays in the

School of Business," said Goldberg. Gifts go to scholarships, guest lecturers, faculty colloquia, high tech equipment and other types of enhancement that benefit business students. "This is an opportunity for MBAs to give other students the same benefits they had," said Goldberg, who is a lecturer in PSU's marketing department.

Gallagher and Goldberg have proven to be tireless volunteers. "I get a great deal of satisfaction out of this," said Goldberg. An account executive for Pacific Northwest Bell for four years before coming to Portland State to teach, Goldberg brings a practical style to the MBA campaign. "Academicians are a funny lot," he said. "They can learn a lot from the business community, where we don't apologize when we ask for money."

**What every well-run annual fund should have (and you or your firm may be able to donate):**

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Jonah's Restaurant

## Students have chance to support PSU with deposit refunds

"No deposit, no return" is the theme of a brand new PSU Foundation campaign that will give students an opportunity to contribute to the quality of their education at PSU.

A soft drink bottle bearing the message "Return Your Deposit" is the visual tie-in for the General Deposit Campaign, which begins this month. PSU students will be shown how they can support a particular aspect of the University by making a gift of their annually refunded general deposits.

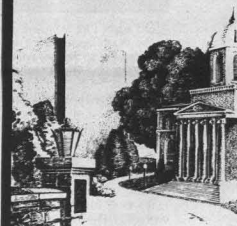
"At present only 31.7 percent of a student's education is paid for through tuition and fees," said Rena Cusma ('69), executive director of the PSU Foundation. "This does not even begin to cover costs for programs such as faculty development and

recruitment." The General Deposit Campaign is a new way to generate funds for such programs and involve students in University development at the same time, Cusma noted.

The PSU Foundation will be mailing pledge cards to all University students. On the cards, students can indicate where they would like their general deposit refund checks to go. Possibilities include scholarships, academic departments, faculty recruitment and the library, with space for the donors to write in their preferences.

"We're excited about this opportunity for students to support the development of University programs," said Cusma. "The General Deposit Campaign should give a lot of return."

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## AlumNotes

Continued from p. 4



Photo by Cynthia G. Stewart

PSU alum Calvin Walker ('80) came to Smith Center recently to jam with Sandra Simmons and other top Portland musicians. Walker performs his "diversified contemporary" music six nights a week at Portland clubs, but lives for his days, when he writes music, including soundtracks and Top 40 songs. Walker, also a drummer and trumpet player, graduated from Jefferson H.S. in 1970, then studied biology at Reed College and speech communications at PSU.

## Alumni artists featured at first invitational show

The works of eleven alumni will be featured at the first annual PSU Alumni Invitational Art Exhibit to be held May 21 through June 8 in the Littman Gallery, 250 Smith Center. These artists were invited by the PSU Art Department to show their work.

Included in the art presentation will be the sculptures of Laura Bogdan ('76), Kenetaka Ikeda ('77), Carolyn Jean Mills ('81 MFA), Karl Ross ('81 MFA), Stephan Soihl ('81 MFA), and

Rick True ('82 MFA). Paintings on display will feature the works of Michael Dente ('73), William Garnett ('76 MFA), Jean Lee ('83 MFA), and Laura Ross-Paul. In addition, Anthony Parker ('76) will present numerous glass works.

The opening reception is scheduled for 4 p.m. on May 21 in the Littman Gallery. Opening the same day is the annual PSU Art Department Exhibit.

## Grads face Varsity in spring football game

Portland State's varsity football team will test its new pass-oriented offense May 19 against the Alumni in the annual game that closes spring practice.

St. Louis Cardinals quarterback Neil Lomax ('82) will be on hand to sign autographs when the Alumni meet the Vikings at Milwaukie High School (11300 S.E. 23rd) on Saturday, May 19 at 1 p.m.

Coach Don Read has added a new offensive coordinator, Tommy Lee, former All-American quarterback and head coach at Willamette University, to implement a BYU-type offense for the coming season. The new system will bring back the pass and highlight the big plays that will add more points to PSU's side of the scoreboard in 1984.

Terry Summerfield, a 6'4", 195-pound junior who threw two

touchdown passes against Oregon State, then red-shirted to save a year of eligibility while senior Bryan Mitchell completed his career, is running number one at quarterback.

Mitchell returns as an alumus to face Summerfield in the May 19 game. The alumni team, coached by Jim Braun, executive director of the Viking Athletic Association, will also include Ron Seawell ('80), linebacker last season with the USFL's Los Angeles Express and Hank Barton ('70), who stands 6'7" and weighs just slightly more than the 220 pounds he carried 14 years ago when he played with the New York Giants.

Tickets for the Alumni vs. Varsity football game, at \$1 for adults and 50¢ for kids, will be available at the game. Pre-game and post-game parties are planned for the players.

**John L. Becker, Jr.** ('80), a New York Life insurance underwriter and former PSU student body president, has been elected to the board of directors of Project STOP, a Portland non-profit alcohol treatment organization.

**Cameron Birnie** ('81 MPA) has been named to head the Legislative Administration Office in Salem, the Oregon Legislature's housekeeping agency. For the past five years, he worked as administrative director for Clark County, Wash.

**Kim Suzanne Branthover** ('82) and Gregory James Chevalier of West Linn, Ore. were married Feb. 25 at Our Lady of the Lake Roman Catholic Church in Lake Oswego, Ore. Following a reception at the Portland Yacht Club, the couple honeymooned in Mazatlan and Cozumel, Mexico.

**Gail Brethauer** ('84) has been named Health Education Programmer at St. Vincent's Hospital, where she did an internship for her BS degree in Community Health Education.

**David Edward Brown** ('82) is employed as a management trainee at U.S. Bancorp.

**Kim Marie Clarkson** ('80) married Joseph Michael Allice Feb. 25 at Hinson Memorial Baptist Church, Portland. They honeymooned on the Oregon coast and in Bend.

**Clint B. Didier** ('81), a member of the Washington Redskins professional football team, saw action against the Los Angeles Raiders during this year's Super Bowl game at Tampa Stadium Jan. 22. During the off-season, the Redskins tight end lives on a section of his parents' farm near Pasco, Wash.

**Michael S. Echols** ('81 MSW) is a social worker at the Tualatin Valley Mental Health Center in west Portland.

**Vicki Lynn Elick** ('83 MS), who received her advanced degree at PSU last summer after attaining a perfect grade point average, is busy with her architect husband, Dick, helping to raise their two children and working as a substitute teacher.

**Donna L. Fritts** ('81) has been promoted to Northwest regional director for the National Traffic Safety Institute, an organization offering sentencing alternatives to the courts.

**Michael Horenstein** ('82 MPA), who spent a year in Washington, D.C. as a research associate with the American Public Transit Association following graduation from PSU, currently works as a management analyst with the Washington County Department of Support Services in Hillsboro, Ore.

**Peggy Kahan** ('83 MUS) has begun a parent support group in Salem, Ore. called "Early Years." The group grew from her PSU research

on the effect of support for new mothers, and from her determination that Salem previously had no such established group. She and her husband, Tom, have two children — Josh, 12, and Lauren, 9.

**Dee Kight** ('83) has been named Vice-President of Finance and Administration at Milne Construction Co., Inc., Portland. She earned her degree in Business Administration at PSU by taking night classes while serving as the company's House Accountant during the day.

**Karen L. King** ('80), Director of PSU's University Relations Services since May, 1983, has accepted a new position as programmer of small business microcomputer applications for Western Star Business Systems, Inc., Portland.

**Mitchell Lomax** ('80) is youth minister at First Baptist Church in Santa Clara, Calif.

**Sylvia Miles** ('82) has been promoted to Audit Staff A in the Stamford, Conn. office of Coopers & Lybrand, certified public accountants.

**Robert T. O'Brien** ('83) is an engineer trainee for the R.T. French Company, makers of mustard products in Rochester, N.Y.

**Lynn Popiel** ('81) has been promoted to the rank of first lieutenant in the U.S. Air Force. She is a flight training instructor at Reese Air Force Base, Texas. She and her husband, Timothy, live in Lubbock.

**Ronald W. Putz** ('82) manages the Spencer Gifts store in Vancouver, Wash.

**Kristan Lynn Rose** ('82) is employed by PHA Life Insurance Co. in Portland.

**Mira Vowles** ('83) is employed by the Portland

Seton, Johnson & Odell, Inc., consulting engineers.

## In Memoriam

**Randy E. Freels** ('73), a paraplegic writer and poet who wrote lyrics for the record called "Red Hot and Rolling," died Feb. 7 in a Portland hospital after an extended illness. He was 34. Some of his poems had been published in *The Oregonian's* Northwest Magazine. The family suggests remembrances be contributions to the Muscular Dystrophy Association of Oregon.

**Orville R. McLeod** ('61), a retired United Airlines ticket sales agent, died Feb. 14 in a Portland-area hospital after an apparent heart attack. He was 57. He is survived by his wife, Norma, two sons and two daughters.

**Robert J. Watson, Jr.** ('71), a Portland real estate broker who spearheaded efforts to bring professional football to Portland, died Jan. 30 in Lake Oswego, Ore. He was 37. While at PSU, he served as president of the Alpha Kappa Psi business fraternity, and later served as president of Seton and Influential Business Men.



This is the way the Vikings lined up defensively in 1970, winning six of ten games: #71 Hank Barton, #69 Harry Holmes, #73 Cliff Sandberg, #59 Dave Stavros and # Phil Oliver. Barton will play for the Alumni on May 19, his first game in 14 years.





## Millar, Hoffman awards go to marketing, English professors

The 1983-84 winners of two major faculty awards have been announced by President Joseph Blumel. **Bruce Stern**, professor of marketing and head of that department, was selected for the Branford Price Millar Award for Faculty Excellence, and **Fred Waller**, professor of English, is the recipient of the George and Virginia Hoffmann Award.

The Millar Award is presented annually to a faculty member who has demonstrated excellence in the four areas of instruction, scholarship, university service and public service. Stern, who has been with PSU since 1975, has achieved an impressive record of scholarly production, with more than thirty major refereed publications and presentations. Materials provided to the selection committee pointed to his commitment to quality research and the high regard which students have for him and his classes.

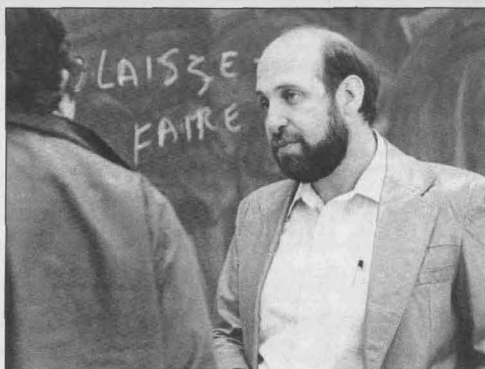
Stern has been adviser to the Student Marketing Association on two separate occasions and was named Adviser of the Year in the west for his efforts. He has served on a number of University committees and commissions and holds memberships

in several professional and honorary organizations, including the American Marketing Association, for which he is past president of the Oregon chapter.

A graduate of Portland State, Stern earned a BS degree in 1968 and his MBA the following year. He also holds a doctorate in business administration from Arizona State University, and taught there and at Illinois State before coming to PSU. In 1981, the School of Business named him recipient of the first Earl Wantland Outstanding Business Professor Award.

The George and Virginia Hoffmann Award is presented to a faculty member who has given distinguished service to PSU in instruction, scholarship and service, and "who has done so in a spirit of humanism, civility, collegiality, dedication to students, and loyalty to PSU." The 1984 recipient, Fred Waller, has given more than 27 years of continuous service to PSU in a variety of instructional and administrative assignments.

During his tenure with PSU's English Department, Waller served as



Bruce Stern ('68, '69 MBA)

department head for 13 years. His record of University service includes positions as Acting Assistant to the Dean of Faculties, Assistant Dean of the Division of Arts and Letters, Associate Dean of Faculties, and Dean of Undergraduate Studies. Waller has also served six terms on the University Senate (including four as presiding officer), five terms on the Advisory Council, and four terms on the Interinstitutional Faculty Senate.

Waller's lengthy and varied record of University service is a reflection of the confidence and respect which the faculty and administration have for him, according to the award committee. Faculty members supporting Waller's nomination for the award praised his ability to perform those University tasks with a spirit of civility and humanism, hallmarks of the Hoffmann Award.

Both the Millar and Hoffmann awards include a cash grant of \$1,000 and will be presented at spring commencement, June 8.



Fred Waller

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We'll see Madrid's Del Prado Museum . . . El Greco's home in Toledo. We'll have many opportunities for dining at local restaurants amid colorful



flamenco dancers and gypsy entertainers. Option: a side trip across the Strait of Gibraltar to Tangier. Dr. Rees is an experienced tour leader in Spain and Latin America. He has a deep knowledge of the local people, their language and culture. Make your plans now — call or write PSU Alumni for details and reservations for Incredible Iberia II. \$1,995.

## PSU ALUMNI TOURS

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## Coaster Theater schedule set

The PSU Players bring their 16th season of summer stock to the Coaster Theater in Cannon Beach this year, opening June 28 with Tennessee Williams' "Sweet Bird of Youth," starring Broadway and motion picture actress Barbara Baxley.

Director Jack Featheringill has assembled another outstanding ensemble of actors and technical personnel for the beach season which includes four plays.

### Sweet Bird of Youth

A powerful and theatrical play by Tennessee Williams, starring Barbara Baxley.

June 28-July 1, July 4-8, July 11-15.

### The Tavern

An unpredictable comedy-melodrama by George M. Cohan.  
July 18-22, July 25-29.

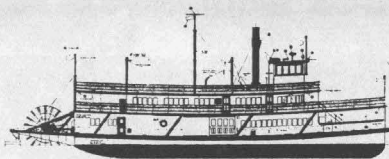
### The Rivals

A classic farce on the mating game by Richard Brinsley Sheridan.  
August 1-5, August 8-12.

### The Good Doctor

A parade of comic and irreverent sketches by Neil Simon, with music by Peter Link.  
August 15-19, August 22-26.

Performances are at 8:30 p.m., Wednesday through Saturday, and at 7:30 p.m. on Sunday. Tickets may be ordered through PSU Players, P.O. Box 291, Cannon Beach, OR 97110.

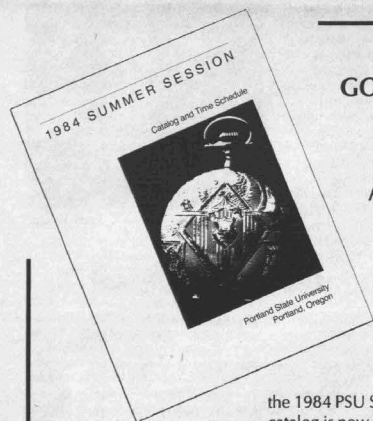


## Nostalgic trip benefits students

A ride up the Willamette River on a sternwheeler can be a nostalgic trip into the steamboat days of yesteryear. A special excursion on May 23 can also be an investment in a PSU art student's future. Join the PSU School of Performing Arts as they offer a night of dinner and entertainment aboard the sternwheeler "Columbia Gorge" to raise money for the Performing Arts Scholarship Fund.

The School of Performing Arts at PSU, established a little less than two years ago, offers a training program to young artists who are looking toward a professional career in the performing arts. Some of these artists will have a chance to showcase their talents aboard the "Columbia Gorge" as part of the evening's entertainment.

Boarding time for the "Columbia Gorge" is 5:30 p.m. from the Portland Seawall at S.W. Front and Salmon. The Sternwheeler departs at 6 p.m. and returns at 8 p.m. Rian's Atrium Restaurant will cater the dinner that includes Baron of Beef, Glazed Salmon, and other Rian specialties, along with a no-host bar. Upon return from the Willamette, the tour will proceed to Rian's Atrium, 100 SW Market, for special desserts and continuing entertainment. The cost of a ticket for the Sternwheeler is \$25 per person with at least \$10 of that being a tax-deductible contribution to the Scholarship Fund. Call 229-3105 to make reservations.



## GOOD NEWS FOR PSU ALUMNI

the 1984 PSU Summer Session catalog is now available

What's in it for you?

- over 500 courses—something for everyone.
- tuition based on the level of the course, not your degree status. This means you can take a full load of undergraduate courses, if you wish—at undergraduate tuition rates.
- preregistration now through June 1, 1984.

To get your Summer Session catalog—complete with preregistration forms—call (503) 229-4081 or write PSU Summer Session, PO Box 751, Portland, OR 97207.

## Briefly...

### President opens door to China

University President Joseph Blumel travelled to China earlier this month to formally acknowledge a "sister-university" relationship between PSU and Zhengzhou University in the provincial capital of Henan Province on the Yellow River. The agreement is expected to result in exchanges of faculty and students between the two universities. According to Charles White, director of International Studies at PSU, the agreement already has opened the door for three PSU students to work in the Zhengzhou University English program next year.

### Tinnin Now Assistant Dean

Robert Tinnin, director of the Environmental Studies and Resources Ph.D. program, has been appointed Assistant Dean in the College of Liberal Arts and Sciences. Tinnin, who came to PSU in 1969, will be responsible for helping to identify grant monies, coordinating graduate programs, and course scheduling. He will continue to teach biology and conduct his research in plant ecology.

Announcement of a new program director in Environmental Studies and Resources is expected in July.

### Student Marketing Group Honored

PSU's student chapter of the American Marketing Association has been selected as one of the top eight collegiate chapters of the year by the parent AMA. The award, made at the AMA's National Collegiate Conference in Chicago, recognized the PSU group's marketing, research and consulting projects on behalf of local businesses; its efforts to secure expert professional speakers; its planning, designing and implementation of fund raising projects on and off campus; and its public service projects to benefit local charities.

### Faculty Earn Statewide Awards

Three PSU faculty were among 17 in the State to receive statewide "Faculty Excellence" awards from the State Board for Higher Education. The awards include a permanent salary enhancement. The Portland State faculty named were **Robert Harmon**, Marketing; **Spero Manson**, Institute on Aging; and **Pavel Smejtek**, Physics.

### Library Receives Theater Magazines

A rare collection of *Playbill* magazines, souvenirs of New York theater productions from the 1930s to 1950s, have been donated to PSU's Millar Library. Portland author William B. Millius, Jr., presented the collection in memory of his father. Millius said of the magazines, which will be placed in a special collection within the library's main Humanities Collection, "I hope this collection is used in Oregon to help promote the arts."

### Coaches Leave Portland State

Two varsity athletic coaches announced plans to leave the PSU campus this winter. Marlene Piper, whose women's volleyball teams have been nationally ranked during most of her ten years at PSU, is leaving to coach at the NCAA Division I level at the University of California-Berkeley. Piper's teams compiled an amazing 401-95 record and won two national runner-up trophies.

Len Kauffman announced his resignation as head wrestling coach. He plans to leave coaching and join the investment firm of Kidder Peabody.

### Area Execs Named to PSU Council

Five prominent Portland-area businessmen have been appointed by PSU President Joseph Blumel to the Executive Council for the University's School of Business Administration. The 20-member council, chaired by Earl Wantland, President of Tektronix, Inc., serves as an advisory group to Dean Vergil V. Miller and other PSU officials.

Named to three-year terms on the council are: Marvin H. Goldberg, M.D., President of Northwest Permanente and Regional Medical Director of the Kaiser-Permanente Medical Care Program; Samuel J. Goodwin, Vice President and Manager of the Portland branch of Kidder Peabody; J. Jerry Inskeep, Jr., Chairman of Columbia Management Co.; Kenneth H. Pierce, President and Chief Executive Officer of Instrumedix, Inc.; and Robert D. Scanlan, Vice President and Manager, Coldwell Banker.

## Spring commencement Friday, June 8

Nearly a thousand graduates and their families and friends are expected at Memorial Coliseum Friday evening, June 8, for Portland State's spring commencement ceremony.

In addition to the awarding of undergraduate and graduate degrees, the spring commencement will include the presentation of several awards. Two faculty members will be honored: Fred Waller, English, will receive the George and Virginia Hoffman Award for his many years of service to the University; and Bruce Stern, Marketing, will receive the Branford Price Millar Award for Faculty Excellence.

The University also will honor two members of the Portland community for their public service work with Distinguished Service Awards. They are Leland Johnson, retired banker and supporter of higher education, and Louise Scott, civic leader.

Spring term commencement begins with the processional at 7:30. Tickets are not necessary to attend.

## Performing Arts

### CONCERTS

- May 20** Marathon Concert: music student soloists & performers all afternoon. Call 229-3011.
- May 20** Springtime & Jazz Benefit Concert with Shirley Nannette, Mel Brown Trio, Gene Diamond & Aries, & Thara Memory, Champagne & chocolate. No Host Bar. \$10 general; \$7 students & sr. adults. Call 229-4391. 1-6 pm, Smith Center Ballroom.
- May 20** PSU Symphonic Band. 8 pm, Lincoln Hall Aud., Free
- May 21** Oregon Symphony Affiliate artist Steven Mayer, pianist. \$5 general; \$3 students. 8 pm, Lincoln Hall Aud., Free
- May 25** Jazz Lab Band, Walter Carr directing. 8 pm, Lincoln Hall Aud., Free
- May 27** University Choir, Bruce Browne directing. 3 pm, Lincoln Hall Aud., Free
- June 2,3** PSU's Orchestra & Chamber Choir, directed by Gordon Solie & Bruce Browne, with guest pianist Harold Gray. Lincoln Hall Aud. June 2-8 pm; June 3-4 pm.
- June 20,27; July 11** West Coast Chamber Orchestra, Neil DePonte conducting. For admission info call 229-4440. 8 pm, Lincoln Hall Auditorium

### BROWN BAG CONCERTS

- May 10** Music for Stringed Instruments: student ensemble.
- May 15** Alyce Rogers, mezzo; Ellen Porter, piano
- May 17** Original works by composition students of Tamas Svoboda
- May 22** PSU Guitar Ensemble
- May 24** Laurence Fee, tenor; Ralph Wells, baritone
- May 29** Lincoln Hall Chamber Players
- May 31** Opera Workshop, Ruth Dobson & Patsy Maxson directing

### CABARET

- 7:30 pm**, Parkway North Smith Center, Free
- May 16** University-wide Talent Evening
- May 23** European-style clown show with Albert Alter

### THEATER

- May 10-13; 17-19** Barbara Baxley in Tennessee Williams' "Sweet Bird of Youth." Call 229-4440 for tickets at \$7 general; \$5 sr. adults, students. PSU faculty/staff; \$3.50 PSU students. May 10-12, 12-19 at 8 pm; May 13 at 7 pm, Lincoln Hall Auditorium.
- Aug. 3-5; 10-12** "The Boys From Syracuse." PSU's summer musical comedy in Lincoln Hall Aud. Call 229-4440 for times & ticket information.

### DANCE

- May 18** Lecture/demonstration by Mary Oslund & Company, demonstrating selected company works & techniques. Noon, 212 Shattuck Studio Theater, Free.
- May 18** Mary Oslund & Company dance performance. \$3 general; \$2 students. 8 pm, 212 Shattuck Studio Theater.

### PSU PLAYERS AT COASTER THEATRE

Wed-Sat., 8:30 pm; Sunday, 7:30 pm. All seats \$7.50. Cannon Beach box office open 11 am-4 pm, Tues-Sun., & 90 minutes before performances. VISA/MASTERCARD sales (503) 436-1242; Mail order: PSU Players, PO Box 291, Cannon Beach, OR 97110. No children under 6 admitted; children 6-12 must be accompanied by adult.

- June 28** Barbara Baxley in "Sweet Bird of Youth" by Tennessee Williams
- July 15** "The Tavern" by George M. Cohan
- Aug. 18-29** "The Rivals" by Richard Brinsley Sheridan
- Aug. 15-26** "The Good Doctor" by Neil Simon; music by Peter Link

## Lectures

### BROWN BAG LECTURES

- Noon, 230 Smith Center, Free
- May 11** "Feminism & the New Right," Johanna Brenner, Women's Studies
- May 18** "Strategies for the Lay Scientist," Barry Anderson, Psychology
- June 1** "Career Patterns of Women Bank Officers," Helen Youngelson, Economics

### FOREIGN LANGUAGE COLLOQUIUM SERIES

- 1 pm, 461 Neuberger Hall, Free
- May 16** "An Italian Journey," Graham Contoy, Philosophy
- May 23** "Parlez-Vous 'Marrinque'?" Claudine Fisher, French
- May 30** "French" as in Canada," Eric Swenson, French

### TALKING ABOUT IT HELPS SERIES

- Noon, 11 Neuberger Hall, Free
- May 10** "New Avenues to Intimacy," Roger Clevinger, Center for Personal Development
- May 17** "Communication and Intimacy," JoAnne DenBeste, Human Relations Counselor
- May 24** "Sexual Affairs: Styles, Patterns & Impact of Extra Relationship Involvements," Dr. Robert Crooks, Human Sexuality Program, PCG

### WAR & LITERATURE LECTURE

- 3-4:30 pm, 298 Smith Center, Call 229-4910.
- May 16** "The Depiction of War & its Aftermath in Science Fiction," Anthony Wolk, English

### WORLD PEACE LECTURES

- Noon, 150 Cramer Hall, Free
- May 14** "High Tech & War: Controlling the Nuclear Genie," D. Shripad Toljapourkar, Physics
- May 21** "Nuclear Neoplasm," Richard Brinkman, Economics
- May 28** "Transition to a Global Peace System," William Boyer, Education Emeritus, Univ. of Hawaii, & author of *America's Future: Transition to the 20th Century*

### BIOSCIENCE & MEDICINE LECTURE

- 7:30 pm, 338 Smith Center (except June 12), Free.
- May 15** "Central Nervous System Control of Posture & Stance," Donald Rushmer, Neurological Sciences Institute, Good Samaritan Medical Center
- May 29** "Immunodeficiency Diseases," Stanley Shigi, Metabolic & Immune Diseases, Oregon Regional Primate Research Center
- June 12** "Hormones, Receptors, & Disease," Robert Brenner, Reproductive Biology & Behavior, Oregon Regional Primate Research Center, Room 175 Lincoln Hall

### COMMUNISM LECTURE

- Noon, 150 Cramer Hall, Free
- May 16** "Leadership & Continuity—Communist Party Politics & Change in the Soviet Union," Ladis Kristof, Political Science

### SPORTS LECTURE

- May 16** "Drugs, Ergogenic Aids & Sports Performance," David R. Lamb, Physical Education Purdue Univ. 7 pm, 371 Cramer Hall, Free

## Campus Notes

### CAMPUS NOTES

- Memorial Day Holiday**, University closed.
- June 1** Summer term advance registration ends
- June 8** Spring Commencement
- June 18** General registration for Summer Term begins. Also, evening classes (4 pm & later) begin.
- June 19** Day classes begin. Also, registration for senior adults (65+) begins on a no-tuition, no-credit, space-available basis. Register through Sr. Adult Learning Center, 137 Neuberger Hall, 229-4739.
- August 9** Summer Commencement.

## Visual Arts

### LITTMAN GALLERY

- 12-4 pm, Mon-Fri., 250 Smith Center, Free
- Thru May 11** Nancy McKimens' color photography
- May 21** 1st Alumni Invitational Art Exhibit. Opening reception May 21, 4-7 pm
- June 8** Prints exhibited by Joe Zirker, visiting artist & Calif. printmaker
- July 19** -**Aug. 10**

### WHITE GALLERY

- 8 am-8 pm, Mon-Fri., 2nd floor south Smith Center, Free.
- Thru May 11** Drawings & Watercolors by Paul Bennett
- May 14** Juried Student Photographic Exhibit
- June 8**
- July 19** Photos by Portland artist David Brown
- Aug. 10**

### GALLERY 299

- 9 am-5 pm, Mon-Fri., 299 Neuberger Hall, Free
- Thru May 18** Graduate thesis exhibition by Gina Wilson, mixed-media
- May 21** PSU student artists exhibition. (Displays elsewhere on 2nd floor Neuberger Hall as well.)
- June 1**

### AVANT-GARDE FILM SHORTS

- 7:30 pm, 75 Lincoln Hall, Free
- May 11** "T.O.U.C.H.I.N.G.," "Runaway," "69"; "Diplomacy," "Our Lady of the Sphere"; "Bleu Shut"
- May 18** "Serene Volocity," "The Riddle of Lumen," "Endurance/Remembrance/Metamorphosis," "Nostalgia"

### LOVER, FRIENDS, REVOLUTIONARIES FILMS

- 7:30 pm, 75 Lincoln Hall, \$2 general, free to PSU students & sr. adults
- May 12** "The Second Awakening of Christa Klages" (1977-Germany)
- May 19** "The Best Way" (1975-France)

### BLOCKBUSTER/FORD THEATER SERIES

- 7:30 pm, 75 Lincoln Hall, \$1 general, free to PSU students & sr. adults
- May 14** "Body Heat"
- May 21** "Blade Runner"

## Special Events

### STERNWHEELER BENEFIT

- May 23** Two hours of entertainment & eats along the Willamette on the "Columbia Gorge" Sternwheeler. Meal on-board catered by Rian's Atrium, returning to the restaurant after the cruise for dessert & continuing entertainment. Board 5:30 pm, depart at 6 pm; return 8 pm. \$25 per person, proceeds benefit PSU's School of Performing Arts (\$10 tax deductible). Call 229-3105.

### INDIAN SALMON BAKE & POWWOW

- May 25** Salmon, salad, fruit, etc. \$3. 11-3pm, beside PSU's Millar Library. Call 229-4447.
- May 26** Indian Powwow will include dancing & drumming as well as other events. Call 229-4447. 1-6 pm, Free. Near PSU's Gymnasium or inside in case of rain.

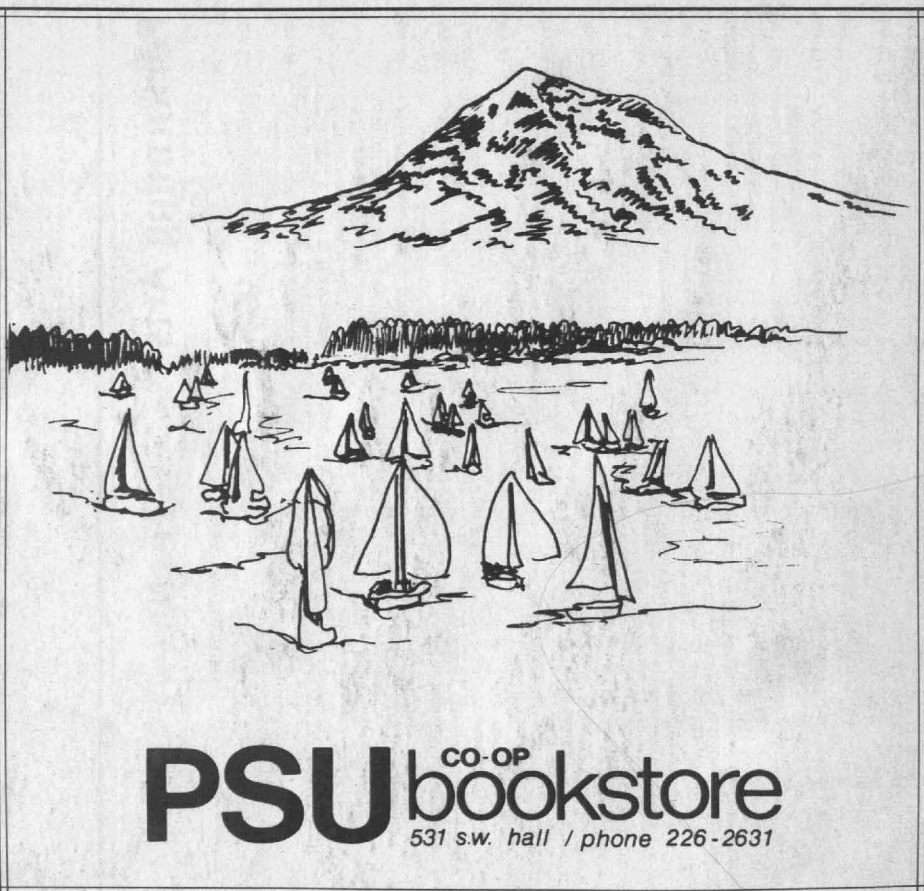
### WORLD AFFAIRS COUNCIL EVENTS

- Call 229-3049 for information/reservations.
- May 16** International Business Roundtable on trade with Korea. Lunch lecture for audit, \$2!
- May 18** Breakfast with Dan Rather, discuss "Media's Role in the 1984 Presidential Campaign." Hilton Hotel's State Ballroom. 7 am.
- May 30** International forum, with Jonathan Nicholas of the Oregonian. Call 229-3049 for location & details. 5:30 pm.

### CULTURAL FESTIVAL

- 11 am-2 pm, Park Blocks, PSU campus. Call 229-3454.
- May 18** Poetry readings by Primus St. John, Doreen Gandy, Lois Lewis, Lisa Steinman, Vern Rutsala, Kim Stafford. Display & sale of crafts, food & art work from many of PSU's cultural clubs, fraternities, sororities, etc.





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